BEAUNE, 22 May 2018
THE ECONOMICS OF CIDER
1st International Workshop

BSB-School of Wine and Spirits Business

9:00  Registration and coffee

10:00  Welcome Address
      By Jérôme Gallo (Burgundy School of Business)

10:30 - 12:00 Session 1

1.1  Cidery Business Models in Québec: A Design Science Approach  
    Authors: L. Renard (ESG UQAM, Montréal) and L.M. Cloutier (ESG UQAM, Montréal)  
    Discussant: E. Le Fur (INSEEC Business School, Bordeaux)

1.2  The Resilience of a Traditional Activity: The Case of the French Cider Industry  
    Author: G. Detchenique (ESSCA, Université Caen Basse-Normandie)  
    Discussant: E.M. Laviolette (Toulouse Business School)

1.3  Attitude, Habits and the Willingness to Pay for Artisanal Cider  
    Authors: E. Le Fur (INSEEC Business School, Bordeaux) and J.F. Outreville (BSB, Dijon)  
    Discussant: M.-C. Pichery (Université de Bourgogne Franche-Comté)

12:00 - 14:00 Lunch

14:00 - 16:00 Session 2

2.1  Economic Case Studies of Producing Cider Apples in New York State  
    Authors: G. Peck (Cornell Univ., Ithaca, NY) and W. Knickerbocker (Cornell Univ., Ithaca, NY)  
    Discussant: E. Montaigne (Montpellier SupAgro-INRA)

2.2  Identity Reconstruction among Cidermaker Entrepreneurs in Québec  
    Authors: S. Arcand (HEC Montréal), E.M. Laviolette (Toulouse Business School), L.M. Cloutier  
    (ESG UQAM, Montréal) and L. Renard (ESG UQAM, Montréal)  
    Discussant: G. Detchenique (ESSCA, Université Caen Basse-Normandie)

2.3  Where is the Value: Quality Control or New Property Paradigm? The Emergence of Geographical  
    Indications in Canada  
    Author: P.-E. Moyse (McGill University, Montréal)  
    Discussant: G. Peck (Cornell University, Ithaca, NY)

2.4  Explaining the Price of Cider: A Case Study in Québec  
    Authors: J.F. Outreville (BSB, Dijon) and E. Le Fur (INSEEC Business School)  
    Discussant: L. Renard (ESG UQAM, Montréal)

16:00 - 17:00 Cider tasting